

@gradientexperience

GRADIENT



LUXURY STRATEGY FILES

2025

TABLE OF CONTENTS

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03	_____	WHY EXPERIENCE WINS
04	_____	CARTIER
09	_____	GOLDEN GOOSE
14	_____	TAG HEUER
19	_____	HOW TO PREPARE
22	_____	WHO WE ARE
23	_____	WHAT WE DO
24	_____	GET IN TOUCH

"Brands are just *collections of memories*—you don't get to pick them, so you must *curate every touchpoint* and moment."

Jessica Spence | Former president of North America, Suntory Global Spirits

Experiential marketing isn't a trend—it's a proven driver of engagement and loyalty. **80% of brands** are increasing their investment in experiences, and **70% of emotionally engaged consumers** spend at least **twice as much** on the brands they love.

This presentation will show you why experience is the future of marketing—and how to create moments that matter.



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CARTIER

Cartier's "Time Unlimited" experience at Art Basel Miami was a multi-sensory journey into the Maison's watchmaking heritage. The immersive activation featured a custom-built exhibition space, projection mapping, an infinite tunnel, interactive video moments, and an exclusive VIP launch party.





SHOWCASING 100 YEARS OF CARTIER IN AN IMMERSIVE MIAMI EXPERIENCE

THE ASK

Bring Cartier's Historic Brand To Life During Art Basel

THE NEED

Flawless Luxury Experience
Iconic Product Showcase
Heightened Brand Awareness

THE CHALLENGE

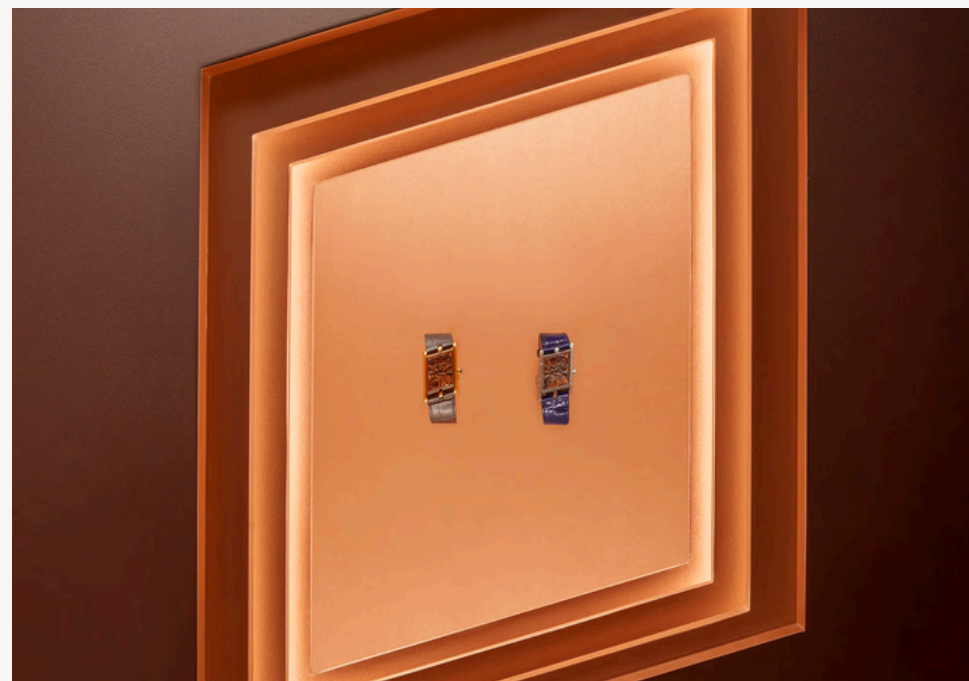
Cartier selected Gradient to bring their brand to life in Miami for Art Basel, and beyond. The ask was to create Time Unlimited; an immersive exhibition of Cartier's unmatched beauty, precision and legacy. In addition to the physical space, a major VIP and content play would be needed to amplify and optimize this moment in time.

THE SOLUTION

Project Management
Compelling Programming
Evocative Content



BESPOKE CONSTRUCTION



PRODUCT SHOWCASES



CUSTOM INFINITY TUNNEL



IMMERSIVE LED ARTWORKS



CAMPAIGN CONTENT



BRAND AMBASSADORS



EXHIBITION CHECK IN



KAYTRANADA PARTNERSHIP



INTERACTIVE PHOTO MOMENT



WATCHMAKING PODCAST



SPATIAL CAPTURE



VIP LAUNCH PARTY

THE RESULTS

GRADIENT

25M

IMPRESSIONS

115K

INSTAGRAM
FOLLOWER GROWTH

99%

SATISFACTION RATE

WHY IT WORKED

Gradient's white paper emphasizes that authenticity is the foundation of successful experiential marketing, with 86% of consumers citing authenticity as a key factor in brand preference. Cartier's exhibition seamlessly fused history, craftsmanship, and modernity, reinforcing its luxury positioning. The event attracted high-net-worth collectors and influencers, amplifying brand desirability while maintaining exclusivity.

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GOLDEN GOOSE

Golden Goose's "From Venice to Venice" campaign transported its Italian craftsmanship to Los Angeles, merging luxury fashion with skate culture. The launch event featured a live skate performance, curated brand experiences, and an exclusive VIP dinner, celebrating the brand's ethos of perfect imperfection.



FROM VENICE TO VENICE, THE GOLDEN SPIRIT

THE ASK

A Launch Experience to Attract a New US Target Audience

THE NEED

Engage Gen Z
Increase Brand Consideration

THE CHALLENGE

Iconic Italian label Golden Goose wanted to make a statement in the American market and spread their Golden Spirit from 'Venice to Venice'. Gradient conceptualized an unexpected launch moment primed for both guest experience and cross-platform campaign content. We leant into the brand ethos of 'perfect imperfection' to create a uniquely LA moment where skate and couture fused for a late night VIP party.

THE SOLUTION

Unexpected Launch Moment
Experience-Generated Campaign Content





BOLD LOCATION



BRAND HERITAGE EXPERIENCE



BESPOKE SKATE PARK BUILD



CURATED BRAND DINNER



GUEST ENGAGEMENT



PHOTOGENIC SET DESIGN



PREMIUM VIDEOGRAPHY



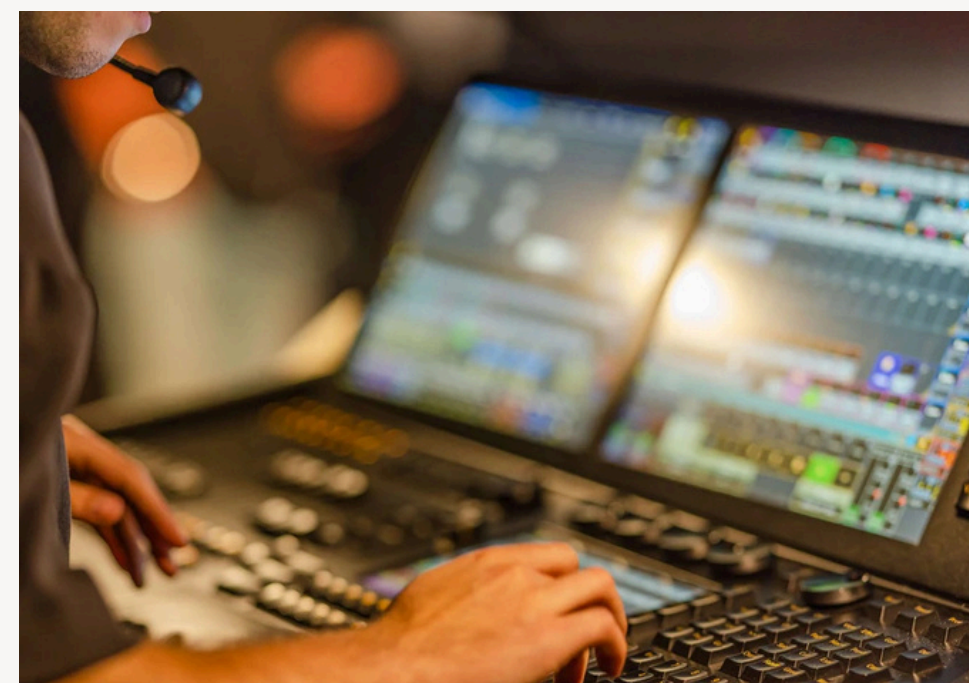
RUNWAY SHOW



CAMPAIGN PHOTOGRAPHY



LIVE SKATE PERFORMANCES



AV + LIGHTING ENHANCEMENTS



VIP MANAGEMENT

THE RESULTS

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+32%

SALES HERO SHOE

+28%

RETAIL TRAFFIC
POST CAMPAIGN

1B+

EARNED IMPRESSIONS

WHY IT WORKED

Experiential engagement increases purchase intent by 70%, according to Gradient's white paper. By blending high fashion with street culture, Golden Goose created an event that felt authentic, participatory, and emotionally resonant. The activation drove a measurable sales uplift for Golden Goose's hero shoe collection and reinforced the brand's ability to seamlessly integrate luxury with youth culture.

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TAG HEUER

In Miami, TAG Heuer reignited its F1 legacy through a weekend of curated luxury - from harborfront hospitality and timepiece showcases to thought-leadership panels and influencer-led content. The activation blended motorsport heritage with modern cultural relevance for an unforgettable brand moment.





PRECISION IN MOTION

THE ASK

Reignite TAG Heuer's F1 Legacy by hosting VIP guests and honoring influential figures within the F1 Industry.

THE NEED

Brand Desirability Through A-list Talent
Drive Awareness of TAG Heuer's F1 Return

THE CHALLENGE

Design a world-class experience that honored TAG Heuer's motorsport heritage through the lens of modern luxury and cultural relevance.

THE SOLUTION

A high-touch event series rooted in heritage and hospitality. Thought-leadership moments from F1 and TAG Heuer visionaries. Cultural amplification through influencer-led UGC. A legacy of luxury, reignited through experience.



EXCLUSIVE COCKTAIL PARTY



DINNER PARTY



F1 THEMED COCKTAIL ENTRANCE



WATCH MECHANICS EDUTAINMENT



LUXE F&B AT COCKTAIL PARTY



THEMED AVL FOR SPEAKER PANEL



VIP HOSPITALITY ABOARD



LUXURY TIMEPIECE DISPLAYS



HIGH PROFILE GUEST HANDLING



TIMEPIECES YACHT LOUNGE



EXCLUSIVE HARBORFRONT VIEW



SEAMLESS BOAT BRANDING

THE RESULTS

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16.3M

TOTAL ESTIMATED
REACH

\$3M

AD VALUE
EQUIVALENCY

55%

FEMALE INFLUENCER
PARTNERS

WHY IT WORKED

We translated TAG Heuer's "Designed to Win" into a seamless guest experience - blending luxury, heritage, and cultural relevance. Every detail echoed the brand's craftsmanship, reigniting desire through high-touch moments and influencer amplification. The result was a modern tribute to TAG Heuer's F1 legacy that felt both exclusive and unforgettable.



WHY EARLY ADOPTION MATTERS

being first isn't just an advantage—it's a statement. The world's most coveted brands don't follow trends; they create them. Early adoption isn't about speed; it's about securing exclusivity, shaping perception, and forging deeper consumer connections. Whether it's an invitation-only preview, a groundbreaking brand activation, or a first-of-its-kind immersive experience, those who lead don't just capture attention—they command desire.



KEY STRATEGIES FOR EARLY INVOLVEMENT

Curate Exclusive, Invite-Only Moments – Prestige is built in private. Bespoke launch events, VIP previews, and ultra-personalised services ensure exclusivity translates into loyalty.

Design Immersive, Multi-Sensory Journeys – Luxury and experience-driven brands don't just sell products; they create worlds. From Hermès' private ateliers to Prada's "inside-the-bottle" activations, engagement is driven by emotion.

Merge Digital and Physical Touchpoints – The future of brand experience is seamless. Augmented reality, AI concierges, and interactive retail ensure that exclusivity is as innovative as it is desirable.

Leverage Rarity as a Strategy – Scarcity breeds demand. Limited-edition collaborations, ephemeral pop-ups, and members-only brand experiences turn moments into status symbols.



THE LUXURY OF LEADING

Those who wait to innovate get left behind. The world's most revered brands don't just react to culture—they shape it. The first to create immersive, desire-driven experiences are the ones who stay unforgettable. Whether through high-touch exclusivity or boundary-pushing activations, the key to true brand power isn't just being seen—it's being sought after.

WHO WE ARE

Gradient Experience is where innovation meets precision—a fusion of cutting-edge strategy, bold creativity, and data-driven impact. With over 15 years in the industry, our team is a dynamic blend of visionaries, strategists, and storytellers who push boundaries and challenge conventions. We don’t just create; we measure, refine, and elevate, ensuring every idea delivers real results. At Gradient, the future isn’t something we wait for—it’s something we build.



PAULINE OUDIN

CEO



ANTHONY COPPERS

FOUNDER AND
HEAD OF INNOVATION



COLIN MCKENZIE

CHIEF CLIENT
OFFICER



JEREMY RUMELD

CHIEF OPERATING
OFFICER



KYRA TAURMAN

EXECUTIVE CREATIVE
DIRECTOR



MARTIN ROGARD

CHIEF PRODUCT OFFICER

WHAT WE DO

Gradient turns ideas into experiences and strategy into impact. We blend creativity, technology, and insight to build meaningful connections between brands and audiences. From immersive storytelling to cutting-edge innovation, our work is designed to engage, amplify, and deliver measurable results—pushing boundaries and redefining what’s possible.



EXPERIENTIAL MARKETING

CRAFTING IMMERSIVE ACTIVATIONS
THAT LEAVE LASTING IMPRESSIONS



AMPLIFICATION AND CONTENT

EXTENDING YOUR REACH THROUGH
SOCIAL, DIGITAL, AND EARNED MEDIA



CONSULTING AND STRATEGY

ALIGNING BRAND OBJECTIVES WITH
HIGH IMPACT EXPERIENTIAL SOLUTIONS



INNOVATION AND TECHNOLOGY

LEVERAGING AI, VR, AND DATA TO CRAFT
IMMERSIVE, MEASURABLE EXPERIENCES

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